

SOCIAL MEDIA CONSULTANT WANTED

Impact Capital, a non-profit intermediary, is seeking someone to provide social media consulting to community-based non-profits. This position will work with these non-profits to implement a social media strategy for their neighborhood business districts.

In 2008, Impact Capital and our long-time partner, the Office of Economic Development, launched the Seattle Neighborhood Business District Program to revitalize business districts in the heart of some of Seattle's most diverse and fragile communities. We are currently working with lead agencies in six neighborhood business districts to implement a comprehensive revitalization strategy that involves real-estate development, business attraction and retention, clean and safe activities and marketing and promotion.

The consultant will work directly with staff from up to 6 community-based non-profit organizations responsible for leading their district's revitalization strategy. Jennifer LaBrecque, Program Officer at Impact Capital, will oversee and coordinate this work. A successful candidate will work a minimum of 15 hours from July 1 – August 30, 2010. Depending on the number of organizations that utilize this assistance, the project could take up to 30 hours. Each organization will have a maximum of five hours of consultant time available to it.

Given the limited time available to each organization, we are seeking someone who can provide useful guidance for specific, targeted questions around effectively using social media, rather than developing a comprehensive marketing plan. This work may include but is not limited to:

- Development of a Facebook page and strategies for effectively using it to drive visitors to a business district.
- Development and implementation of Twitter promotions
- Increasing neighborhood business participation in Yelp

Responsibilities:

- Meet one-one with staff from community-based groups to answer specific social media questions
- Follow-up via phone and email where needed
- Provide specific tools as available and needed

Requirements:

- Background on marketing, with experience specifically in using social media.
- Ability to understand the needs and limitations of small businesses
- Ability to understand the needs of low-income, diverse communities.
- Strong interpersonal communication
- Ability to professionally manage tasks, deadlines, and communication with staff at Impact Capital

Interested candidates should respond to this posting with a current resume, a proposed hourly fee structure, and at least 1-2 examples of previous work that is relevant to this project. Please email all materials to jennifer@impactcapital.org by June 7, 2010. Interviews will be schedule for June 14 – 18, 2010 and a final candidate will be selected by June 25th.